

Abstract

The diploma thesis *LinkedIn as a phenomenon in the labour market* focuses on the social network called LinkedIn and its impacts in the area of recruitment and selection of technical staff on the Czech labour market. The aim of the thesis is to point to the existence of the phenomenon LinkedIn. The thesis is divided into four chapters. The first one is dedicated to social networks, their definition, history, importance, classification and users. The second one is centered on LinkedIn as a specific example of a social network focusing on its history and present and overlapping into the recruitment and selection of staff. Also mentioned is the setting and appearance of the account on LinkedIn and how to reach workers on LinkedIn. The methodological part describes the chosen method of research. The analytical part tries to summarize and interpret the acquired data.